Parliament
Presence Marketing

March 10, 1988

- BSB/U.S. Affiliates
- Howard Marlboro Group

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

OBJECTIVES OF MEETING

1. To present the full scope of BSB and Affiliates' resources now available to Philip Morris.

2. To explain the Presence Marketing concept: what it is, how it works, and how it could help Philip Morris.

3. To demonstrate by example some Presence Marketing possibilities for Parliament, with current and possible future programs.

2023044386

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

AGENDA

AT BSB

1. Introduction and Objectives of meeting

2. BSB Affiliates group: credentials presentation

   - Kobs & Brady
   - Custom Event Marketing
   - BSB Sales Promotions
   - Conill Advertising

3. Presence Marketing

   - What it is and how it works
   - How to get started on Parliament

4. Presence Marketing for Parliament

   - Extending *"The Perfect Puzzle"*

AT HMG

5. Howard Marlboro Group Credentials

6. Further Presence Marketing Concept

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

OVERALL ISSUES

1. A number of excellent programs are already in place on the brand (e.g., the *"Perfect Puzzle"*). It is our intention to enhance and maximize such efforts, not to replace them.

2. It's a critical time for the brand. We have to leverage all marketing investments to the maximum to retain momentum in Region I.

3. We are a big brand Region I. All our programs and thinking should reflect this.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BSB/AFFILIATE
CREDENTIALS

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

Backer Spielvogel Bates

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BACKER SPIELVOGEL BATES
Corporate Philosophy

A company with the following goals:

- To be the best, most creative, most professional advertising resource in the United States.
- To develop client relationship that are true business partnerships.
- To work with clients who recognize the vital importance of advertising in their marketing programs, and believe that effective advertising is an investment in the long term.
- To work with a relatively limited number of clients to ensure that each receives the full attention of the Agency's senior management.
- To work with clients who seek a mutual dedication to excellence. Who believe that over the long term, excellence is rewarded, that quality sells.
- To remember that the best people create the best advertising. Fewer people, better people, better paid people with reward to the producers.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BACKER SPIELVOGEL BATES
Creative Philosophy

- Strategy and positioning are fundamental and must be established before executions are developed. Strategy is key to advertising development. Executions -- no matter how brilliant -- must have solid foundations in order to help a brand reach its long term potential.

- Execution is critical to the successful communication of strategy. Given a sound strategy, it is the function of the execution to translate the essence of the strategy to the consumer. This must be done in a manner that is both informative and compelling.

- Style should come from the product, not the Agency. A commercial should not be in the image of the Agency; rather, it should be in the image of the product itself.

- Respect the consumer. Consumers want to feel good about themselves and about what they purchase. This good feeling should be reinforced in the advertising. In addition, people like people who like them. The advertising must not suggest anything but the utmost respect for the current or potential consumer.

- Over the long-term, quality sells. This is, of course, true with all products and services. It is also true with advertising. The best advertising consists of the best strategy and execution, and is frequently a function of production value as well.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BACKER SPIELVOGEL BATES
Client List

The following provides a listing of BSB's current clients. This list covers a wide range of goods and services and is reflective of the diverse backgrounds of our associates. Of particular note is our experience in the travel industry, specifically with British Airways and Avis.

In addition, our experience with clients such as Wendy's, Hyundai, Philip Morris and The Miller Brewing company reflect our ability to successfully interact with large companies having varying regional needs.

ADVERTISING COUNCIL/PEACE CORPS - 1978	
AVIS RENT-A-CAR SYSTEM - 1985	Travel Industry-Business Local Marketing Products National Advertising/ Marketing Programs Field Marketing
BRITISH AIRWAYS - 1987	Business & Tourist Travel
CAMPBELL SOUP COMPANY - 1980	Red & White Soups Gold Label Soups Dry Soup Mixes New Products

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CARTER WALLACE, INC. - 1942

Carter Products
Arrid Antiperspirants
Trojans Condoms
Sea & Ski Suntan Products
-Block Out
-Tropic Sun
Carter Pills
Answer Pregnancy Test Kit
New Products

CASTLE & COOKE, INC. - 1987

Dole Packaged Foods Company
Fruit 'N Juice Bars
Fruit 'N Cream Bars
Canned Pineapple
Pineapple Juice
Pure 'N Light
New Breakfast Juices
New Products

Sun Giant (March '88)
Almonds
Pistacios
Dates
Raisins

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CBS BROADCAST GROUP - 1987	Total Communications
FISHER-PRICE - 1985	Preschool Products Ride-On Products Sports Products Little People Playsets Little People Videos (New World Video) Little People Books (Marvel Books) Construx Products Kidtronics Products Fun Starters Products Fun with Food Products Kid's Own Products
HYUNDAI MOTOR AMERICA - 1985	Corporate Automobiles
HYUNDAI DEALER ASSOCIATIONS - 1986	Eastern Region Western Region Southern Region Central Region
KAL KAN FOODS, INC - 1974	Kal Kan Dog Food Kal Kan Cat Food

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MARS, INC. - 1965	Kudos Three Muskateers Snickers Starburst M&M's/Holidays P.B. Max New Products
MILLER BREWING COMPANY - 1979	Lite Beer Miller Genuine Draft Meister Brau Milwaukee's Best Magnum Malt Liquor New Products
NCR CORPORATION - 1983	Corporate Personal Computers U.S. Data Processing Group
NORTH AMERICAN PHILIPS - 1986	Magnavox Home Electronic Products Philips Home Electronic Products
NORTHROP CORPORATION - 1987	Corporate

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PADDINGTON CORPORATION GRAND METROPOLITAN, PLC - 1980	Baileys Original Irish Cream Malibu Rum Liqueur New Products
PFIZER, INC. - 1969	Visine Bonine Rid New Products
PHILIP MORRIS, USA - 1984	Corporate Parliament Cigarettes New Products
THE PRUDENTIAL - 1970	Corporate Insurance (all forms for consumers & business) CDs Annuities Mutual Funds Home Equity Loans Real Estate (Commercial & Residential) Reinsurance (Domestic & International) Health Care Systems (all forms for individuals & groups)

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

THE PRUDENTIAL - 1970 *(continued)*	American Association of Retired Persons Corporate Finance Asset Management
PRUDENTIAL-BACHE SECURITIES - 1986	Financial Services
THE PRUDENTIAL REAL ESTATE AFFILIATES, INC. - 1987	Franchised Real Estate Offices
QUAKER OATS COMPANY - 1984	Celeste Pizza New Products
TIME, INC. - 1979	Cinemax
UNCLE BEN'S, INC. - 1984	Long Grain & Wild Rice Country Inn Converted Brand Rice Select Brown Rice New Products
WENDY'S INTERNATIONAL - 1987	4,000 Fast-Food Restaurants

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

XEROX CORPORATION - 1986

PrintersSoftware
Copiers/Duplicators
Office Systems
Publishing Systems
Corporate
New Products

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BACKER SPIELVOGEL BATES WORLDWIDE (BSBW)

BSBW is comprised of two primary groups: Backer Spielvogel Bates (BSB), the domestic organization; and Ted Bates International, an international network of 104 office in 46 countries.

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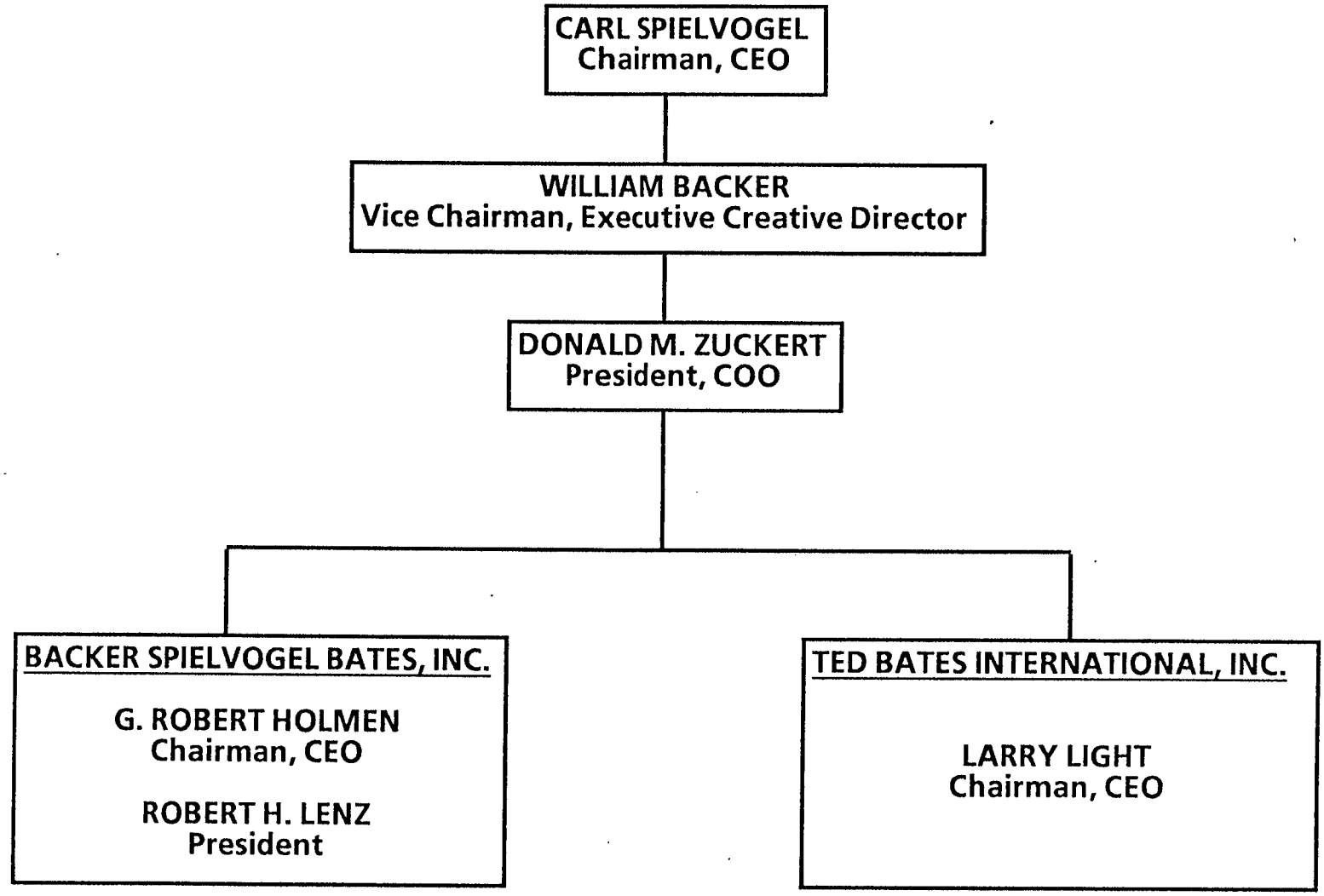
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BACKER SPIELVOGEL BATES WORLDWIDE



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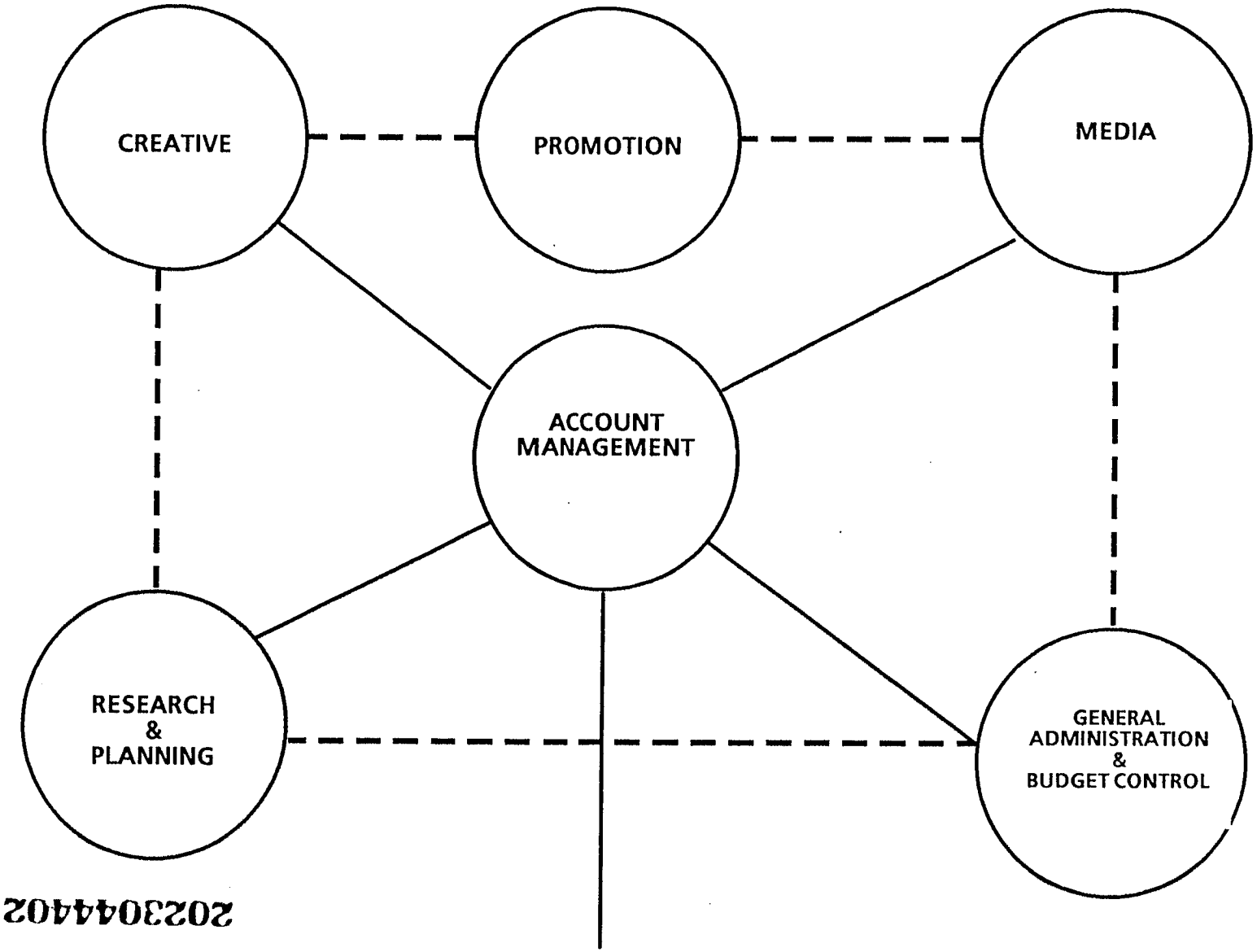
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BACKER SPIELVOGEL BATES
CLIENT SERVICE TEAM



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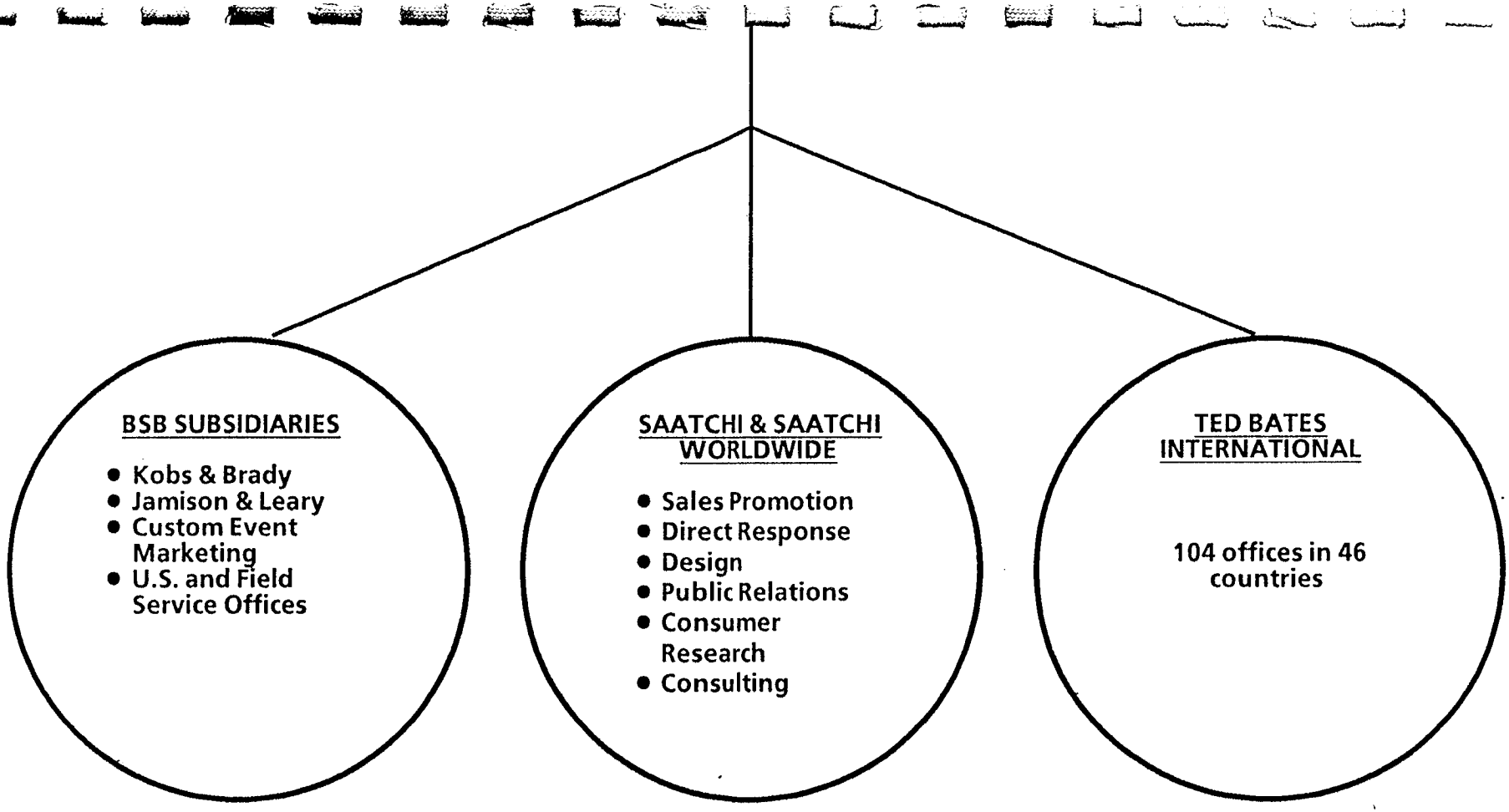
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000



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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

Kobs & Brady

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

KOBS & BRADY

- Kobs & Brady is a full service advertising agency specializing in Direct Mail

- Client services include:

  - Strategic Planning
  - Offer Development
  - Creative Strategies & Implementation
  - Test Design
  - Media Planning and Implementation
  - Production in all Media
  - Fulfillment Services
  - Database Consulting
  - Research Design

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

KOBS & BRADY

Current Client List:

Amoco Oil Company
Anheuser-Busch
A.T. Cross
Avis Rent A Car
Bankers Life & Casualty Co.
CBS/Columbia House
Deluxe Check Printers, Inc.
DHL Corporation
FHP, Inc.
Fidelity Investments
General Electric Corporation
Grolier Book Clubs
Holiday Corporation
Home Box Office
Life Fitness, Inc.
Medialink International
Mercedes Benz
Pacific Bell Directory
Pacific Northwest Bell
Paramount Pictures
Peace Corps
The Perrier Group
Playboy Enterprises
Polaroid
Prudential Insurance
Quill Corporation
Tupperware
United States Mint
Viacom Cable
Ward's/Signature Group
Western Publishing Co.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

RELEVANT EXPERIENCE

"HBO: 5 Years of Direct Marketing Successes"

- Expanded and enhanced homes passed database
- Developed strong new offers - no product discounting
- Lifted response 40% with creative synergy
- Beat control in 9 out of 10 tests
- Increased response 50% with follow-up mailings
- Bottomline: Direct Marketing has helped HBO secure position as leading pay TV channel
- Thus: 1982 mailing volume: 200 thousand pieces
  1987 mailing volume: 120 million pieces
- And: A 400% increase in Direct Marketing expenditures

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

Custom Event Marketing

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

CUSTOM EVENT MARKETING

- Part of your team
- Event marketing specialists
- No conflicting interests
- Act in client's best interests

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

CUSTOM EVENT MARKETING

- Establish Event Marketing objectives
- Develop strategies
- Evaluate opportunities in marketplace
- Creative programs to fit needs
- Integrate totally integrated package

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

CUSTOM EVENT MARKETING

Current Client List

- M&M/Mars
- Kal Kan
- Pansonic
- Maybelline
- Dr. Scholl's
- Pru Bache
- Xerox

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

Backer Spielvogel Bates

Promotion Marketing Group

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BSB PROMOTION MARKETING GROUP

- BSB's Promotion Marketing Group is dedicated to increasing the impact of the communication's message by integrating advertising and promotion into a unified strategic plan.

- Services include:

  - Business Evaluation
  - Concept Development
  - Creative Services
  - Audio Visual Services
  - Legal Services
  - Purchasing and Production
  - Handling and Fulfillment
  - Computer Services
  - Computer Services
  - Research

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BSB PROMOTION MARKETING GROUP

- Tactical capabilities include:

  - Consumer motivational and Incentive Programs including...

Sampling	Sweepstakes
Couponing	Contests
Cash Refunds	Premiums
Money Games	Liquidators
Traffic Building	Container Premiums

  - Sales Incentive Programs
  - Trade Incentive Programs
  - Direct Mail Campaigns
  - Telemarketing Promotions
  - Point-of-Purchase Creation, Production and Fulfillment
  - Packaging Design and Production
  - Meeting Design and Implementation
  - Audio Visual Creation and Production
  - New Product Introduction
  - Corporation Brand Image Programs
  - Promotion Research and Evaluation

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BSB PROMOTION MARKETING GROUP

Current Client List

- CBS
- Philip Morris
- Xerox
- Phillips
- British Airways
- Campbell Soup
- Hyundai Motors of America

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

Conill Advertising

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

CONILL ADVERTISING

Conill's Objectives

Conill Advertising is dedicated to maintaining the historical leadership position it has in the field of Hispanic marketing and advertising in the U.S. We will continue to provide outstanding Hispanic marketing and advertising expertise which was the corner-stone of Conill's foundation in December 1968.

Carlos R. Rossi
Chief Executive Officer

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CONILL ADVERTISING

WHO WE ARE:

- The longest established full-service Hispanic advertising/marketing agency in the U.S. -- We have been producing and placing original creative advertising for 20 years.
- The largest U.S.Hispanic agency -- $29 million billings
- The Spanish agency with the most *"clout"* in negotiations with Hispanic broadcast media.
- The Spanish agency that produces the most broadcast commercial s-- in 1987 we produced 97 TV commercials and 141 radio spots. We also produced 46 print ads.
- Currently represented by 10 different Latin American countries within our Hispanic group of 50 people in New York. Conill has recently opened offices in Los Angeles and is in the process of opening offices in Miami and Chicago.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

CONILL ADVERTISING

WHAT WE ARE:

Our advertising philosophies are simple:

- At Conill, we strongly believe in the principle of accountability and to this end we place a heavy responsibility on our research capabilities to help direct and monitor our clients' Hispanic efforts.
- We believe that the advertising we create must do more than enhance an image, it must be sales effective.
- We believe in creating original advertising, not translating or dubbing existing English-language creative.
- We believe promotions and merchandising are most successful when used as an extension of a Hispanic market program and its advertising.
- We provide a full scale Hispanic marketing program for each of our clients' products with the key components centered around marketing, creative and promotional strategies.
- We combine the life experience of each of our personnel in the Hispanic market with modern, professional agency procedures. The agency functions with a senior management group, an account services department, a creative/production department, media, research and

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

promotions departments.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

CONILL ADVERTISING

Current Client List

Major clients over 10 years:

- Campbell Soup Company
- New York Telephone Company
- McDonald's Corporation
- Scott Paper Company

Other major clients:

- Banco De Ponce
- CPC/Best Foods
- Borden
- Boyle Midway
- Cadbury Schweppes
- Hattori Corporation
- Mars Company
- Miles Laboratories
- Nynex Co.
- Poloroid Corporation
- Procter & Gamble
- Ralston Purina Co.
- Standard Brands Paint Co.
- Texaco, Inc.
- Western Union
- Zayre Corporation

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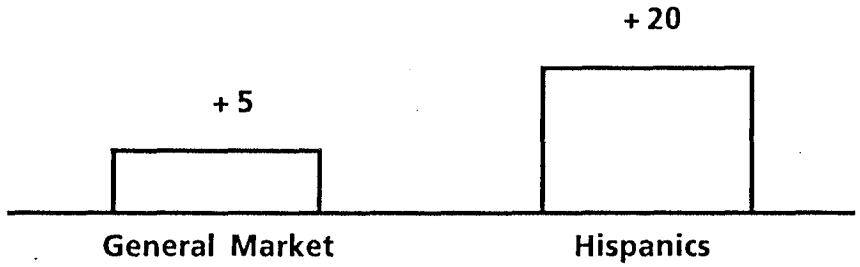
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

CONILL ADVERTISING
The U.S. Hispanic Market

- **Hispanic Population Size**

18.9MM	Documented 7.5% U.S. Pop.
7.0MM	Undocumented (est.)
25.4MM	10.4% of U.S. Pop.

- **Hispanic Population Growth**



- **Hispanic Origins**

- Mexican	58%	- Cuban	6%
- Puerto Rican	14%	- Other Hispanic	22%

- **Hispanic Lanugage**

- Spanish Dominant	54%	- English Dominant	9%
- Bilingual	37%		

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

Jamison & Leary Advertising

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

JAMISON & LEARY ADVERTISING

- Jamison & Leary's mission is to increase clients' market share by telling their story in a compelling and sensitive way to the largest unique consumer segment in the country: Black Americans.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

JAMISON & LEARY ADVERTISING

Current Client List

(J&L opened its doors in mid 1987)

- **Gazelle International, Inc.**

  Strategic and creative development for a line of skin treatment for the woman of color headquartered in Paris.

- **M&M/MARS, INC.**

  Strategic and creative consulting for all candy and snack food brands.

- **EMERGE MAGAZINE**

  Strategic and creative development for a new upscale Black consumer publication backed by Time, Inc.

- **MARTINIQUE REGIONAL TOURISM DEVELOPMENT AGENCY**

  To creative the first marketing, advertising and public relations campaign for this French Caribbean island.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

JAMISON & LEARY ADVERTISING

- We are also an affiliate of Backer Spielvogel Bates Worldwide, Inc. and Saatchi & Saatchi, the largest communication concern in the world, which gives us the Power of Scale: the ability to tap the resources that only the largest has at is disposal.

  We are:

Kathryn D. Leary	--	President, CEO Direct of Client Services
Charles N. Jamison, Jr., PhD	--	Executive Vice President Director of Strategy and Creative Development

- At Jamison & Leary Advertising, we substitute reality for assumption, direction for improvisation, strategy for dictums; a rare approach in Black consumer marketing.

  With much assurance, therefore, we say that if a client has the product and wants the Black consumer, we'll do the ReSST.

  And, what is the ReSST?

  The ReSST is our proprietary data-source which provides an ongoing understanding of the interaction between the purchasing behavior, attitudes and media patterns of Black Americans.

  No one else advertising to the Black consumer has it.

  No one.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

The Rowland Company

2023044427

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

THE ROWLAND COMPANY

- The Rowland Company is solidly established in both corporate public relations and marketing PR.
- Rowland has 138 staff members servicing $10.4MM in annual billings.
- Since its origins, the agency has provided consumer marketing expertise (supported with strong trade PR efforts) -- for literally dozens of famous branded products and services as well as for general categories.
- In addition, the firm has played a significant role in employing public relations strategies and techniques to establish and support major brands of business-to-business products and services.
- In corporate public relations, the agency offers specialized expertise in corporate communications strategies, financial and investor relations, public issue management and "*crisis*"communications planning and implementation.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

THE ROWLAND COMPANY

Current Client List

Bacardi Import Company
Milton Bradley (Div. of Hasbro, Inc.)
Canon, Inc.
Commonwealth of Puerto Rico (Tourism)

Crafted with Pride in U.S.A. Council
E.I. DuPont de Nemours
Electrolux Corporation
Enviracaire
Kal Kan (Subsid. of Mars. Inc.)
McDonald's Inc. (Metro New York)
Man-Made Fiber Producers Association
3M Company (Unitek Division)
Pratt Hotel Corporation
The Procter & Gamble Company
Puerto Rican Economic Develop. Admin.
Sandoz Pharmaceuticals Corp.
Sanyo Electric, Inc.
The Scotch Whiskey Association
Springs Industries, Inc.
Thomson McKinnon Securities
Toyota Motor Corporation
Westfield, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

Presence Marketing

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

1. **Philip Morris is already applying many of the principles of Presence Marketing.**

- consistent brand personality/identity extended from advertising to other areas for Marlboro and Virginia Slims.

- Presence Marketing is a practical, action-oriented management tool, which we believe is uniquely well-suited to Philip Morris' current business needs and marketing philosophies.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

2. We have three overall objectives in talking to you about Presence Marketing:

i) to demonstrate how the Presence Marketing concept can help you better manage a complex marketing mix.

ii) to demonstrate the growing need for true integration of communication resources.

iii) to show the compatibility of beliefs and philosophies between Philip Morris, and BSB and its affiliates.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

3. In a period of unprecedented change, advertising agencies have been forced to reexamine what business they are in:

- mergers, acquisitions, consolidations, driven by the need to stay competitive.

- power of scale, and power of scope.

- the benefit to our Clients is our potential ability to focus a wider range of communications resources onto their business needs.

- a wider definition of our business will emerge over time.

- ultimately, we're in business to help our Clients build power brands, using whatever communications resources are required.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

4. Building brands will remain a constant objective: only the strategies and tactics change.

- technology is causing fragmentation of the traditional channels of communication.

- technology is providing more and more varied and complex ways of communicating with the consumer.

- the need is therefore increasingly to ensure that the consumer's experience of a brand is consistent.

- increasingly, marketers will have to manage every point of contact between the consumer and the brand, from promise through purchase to performance.

- the consumer should receive a consistent use-experience of a brand - a consistent total presence.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

5. Presence Marketing is:

- a strategic approach to branding. It's our way to integrate and unify communications, so as to build brand equity better.

- a management discipline for us and our Clients. It demands a common focus and objective, which in turn maximizes returns on marketing investments.

- a recognition that consumers' attitudes are formed by the totality of their experiences of a brand. Not just advertising, and packaging, and promotion, but also sponsorship, and sampling and licensing, etc.

- a way to achieve synergy of effort and of effect.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

6. Presence Marketing is a highly relevant concept for Philip Morris, because:

- historically, Philip Morris has been very successful at building and maintaining brand equity. (compare Philip Morris share of full-price segment with that of RJR etc.)

- in an increasingly hostile environment it is vital to retain this competitive edge.

- restrictions on conventional advertising for cigarettes will get tougher and tougher.

- the remaining channels of communication must work effectively, and work in concert, otherwise the message will weaken and fragment,and brand equity will dwindle.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

7. How to make Presence Marketing happen.

Four basic steps:

i) Get the advertising right first

ii) Identify the "Brand Essence"

iii) Start from the brand's business needs and objectives

iv) Develop a coherent, overall Presence Marketing plan

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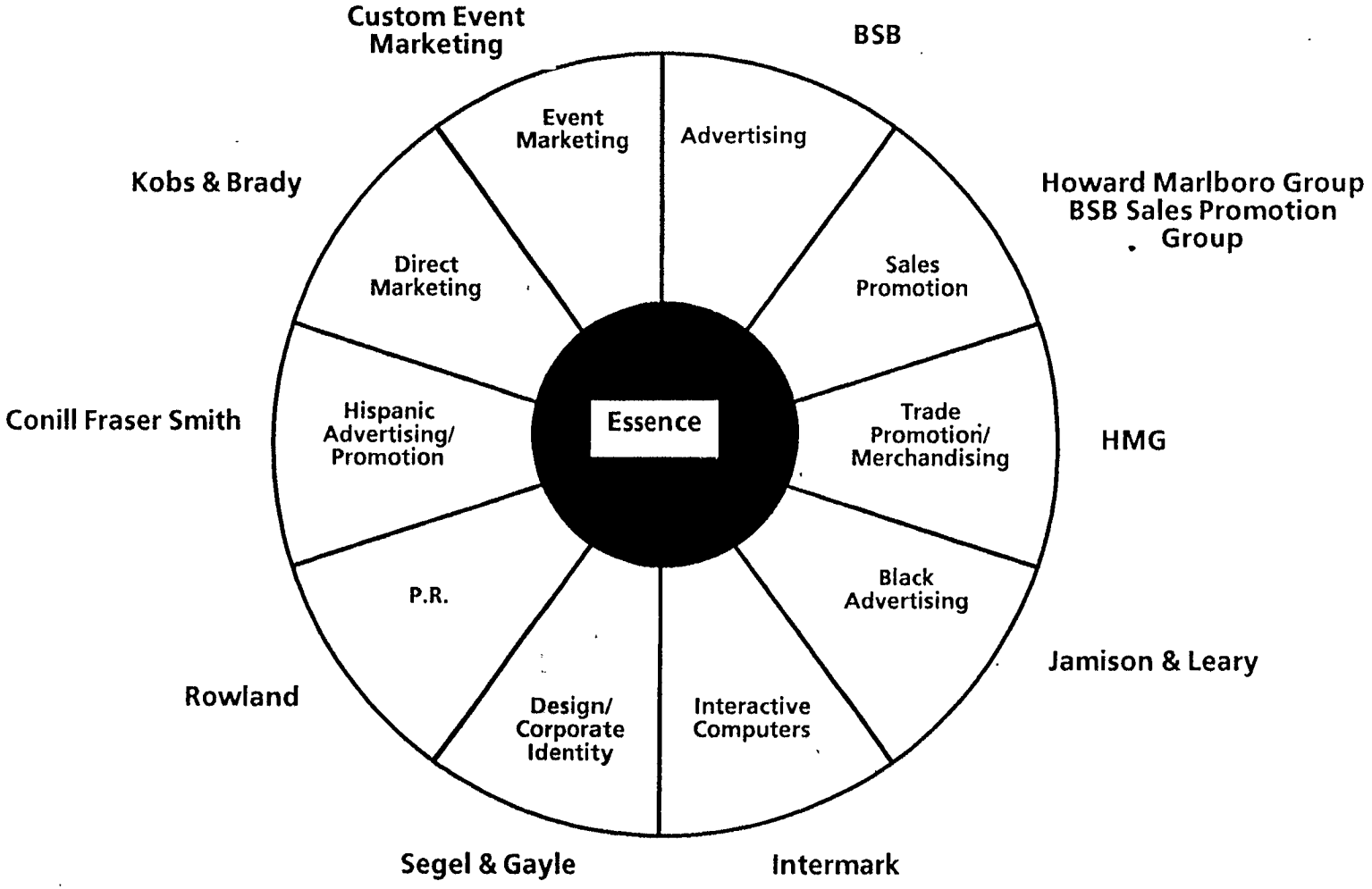
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000



BSB and Affiliates Group

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

i) Get the advertising right first

- Ad Monitor Study Results

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

SUMMARY OF RESULTS
-REGION 1-

	Unaided Awareness	Familiarity	Correctly Identified Brand Advertised	Matched Up Pack to Ad	Opinion Like Ad
	%	%	%	%	%
Marlboro	80	93	86	88	80
Winston	36	45	36	44	74
Benson & Hedges	19	31	16	22	55
Parliament	18	53	35	50	68
Merit	15	60	6	17	61
Capri	15	54	45	57	NA
Kent	13	23	1	4	NA
Vantage	11	43	22	41	63

2023044441

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

ADVERTISING AWARENESS
-REGION 1-

	Past 6 Months Adv. Awareness	
	Unaided %	Total %
Marlboro	80	91
Salem	47	72
Virginia Slims	41	77
Winston	36	70
Newport	30	69
Camel	24	57
Benson & Hedges	19	55
Parliament	18	41
Capri	15	52
Merit	15	46
Carlton	14	51
True	13	45
Kent	13	47
Vantage	11	42
Now	10	32

2023044442

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

REGION 1
FAMILIARITY WITH MASKED CIGARETTE ADS IN BOOKLET
- % FAMILIAR -

	New York (103) %
Marlboro	93
Camel	86
Virginia Slims	85
Carlton	83
Newport	80
Merit	60
Kool	54
More	54
Parliament	53
Lucky Strike	50
Capri	54
Salem	48
Winston	45
Vantage	43
Benson & Hedges	31
Kent	23

2023044443

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

REGION 1
PERCEIVED BRANDS BEING ADVERTISED IN BOOKLET
- % CORRECTLY IDENTIFIED -

	New York (103) %
Virginia Slims	89
Marlboro	86
Carlton	58
Capri	45
Kool	38
Camel	38
Winston	36
Salem	36
Newport	36
More	35
Parliament	35
Vantage	22
Lucky Strike	17
Benson & Hedges	16
Merit	6
Kent	1

2023044444

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

REGION 1
"MATCH UP" OF CIGARETTE PACK WITH MASKED ADS IN BOOKLET
- % CORRECTLY IDENTIFIED -

	New York (103) %
Virginia Slims	90
Marlboro	88
More	69
Carlton	64
Kool	59
Capri	57
Newport	56
Camel	55
Parliament	50
Winston	44
Salem	42
Vantage	41
Benson & Hedges	22
Lucky Strike	22
Merit	17
Kent	4

2023044445

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

OVERALL OPINION OF ADS
Philip Morris Brand Ad Group Evaluations

Base: Evaluated Specific Ad Group	Marlboro (189)* %	Benson & Hedges (269) %	Merit (269) %	Virginia Slims (140) + %	Parliament (189)* %
Like Them Very Much/ Slightly	80	55	61	76	68
Like them very much	58	26	29	50	42
Like them slightly	22	29	32	26	26
Neither like nor dislike them	17	21	26	14	20
Dislike Them Slightly/Very Much	5	24	13	10	12
Dislike them slightly	4	13	9	7	6
Dislike them very much	1	11	4	3	6

* Non-menthol smokers

+ Females

2023044446

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

TOTAL AD COMMUNICATION
-Parliament-

	Evaluated Parliament (189) * %
Cigarette Image (Net)	65
A relaxing cigarette to smoke/to relax with/ take a break with	43
Fresh/refreshing	13
Type of Cigarette (Net)	38
Recessed filter	18
Light/lights	18
Low tar	12
Visual/Situation (Net)	24
Romantic/exotic setting	14
Taste/Flavor (Net)	21
Mild	11
Smooth	10
All user image mentions	9

*Non-menthol smokers

2023044447

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

CONCLUSIONS

Overall, Parliament's Perfect Recess campaign is visible, impactful and appealing.

- More than half of consumers in Region 1 recognized the ad.
- One third correctly identified the ad as a Parliament ad.
- Two thirds of those exposed to the ad liked it.

Further, while this ad strongly communicates the benefit of smoking, relaxation, it also communicates the brand's unique point of difference, the recessed filter.

These results suggest that the Perfect Recess Campaign has built equity in the marketplace because of its recognition. As such, it seems appropriate to base other marketing ideas on this campaign.

2023044448

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

ii) Identify the Brand Essence

- What is Brand Essence?
- Hypothetical Parliament Brand Essence
- Verifying Parliament's Brand Essence
- Problem of Split Brand Essence

2023044449

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

What is Brand Essence?

- Part of the strategic planning process

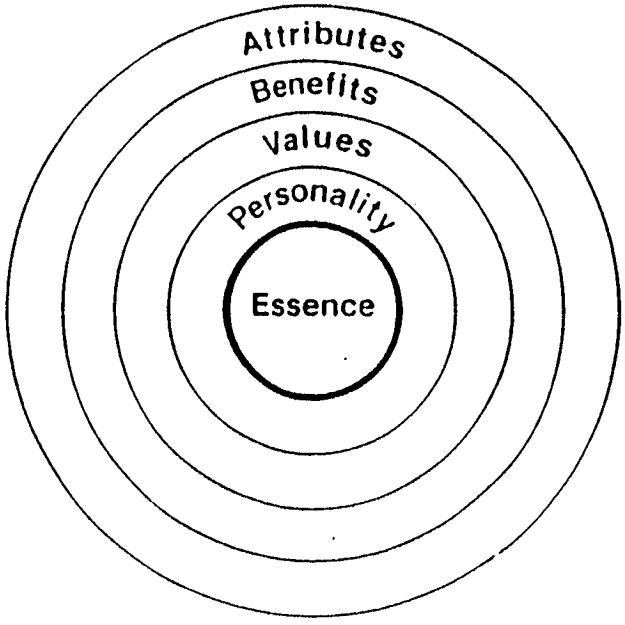
- Defines the brand's competitive image advantages, both rational and emotional, and the underlying core of the brand's personality.

2023044450

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

The brand essence exercise defines our brand's strengths versus the competition, and also reveals weaknesses or gaps that should be corrected in advertising. Most important, it defines the core or essence of the brand, so we may protect and project in all communications to the consumer.

THE BRAND WHEEL



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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

ATTRIBUTES:	What is the brand?	Rational product features, support points.
BENEFITS:	What will it do for me?	Emotional and rational expectations.
VALUES:	What does it mean to me?	Basic human values; the end emotional rewards one expects from using the brand. True reasons for use.
PERSONALITY:	If the brand were a person, what kind of person would it be?	The image of the brand, as elicited in terms of human characteristics. This combines rational and emotional perceptions, and results from advertising, other communications, and use experience.
ESSENCE:	What is the enduring core of the brand?	Every brand has a *"soul"* which identifies it. This cannot be changed without changing the brand. It is a single idea which fuses the key emotional and functional roles of the brand.

2023044452

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

In developing a brand wheel for our brand, we look for the leverageable aspects that have the ability to attract users of other brands of products to our brand.

A Leverageable Aspect Should:

- Differentiate our brand from the competition.
- Be important to our consumers.
- Be supported by the brand in use.

2023044453

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BRAND ESSENCE

The single idea that fuses the key emotional and functional roles of the brand.

2023044454

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

HYPOTHETICAL PARLIAMENT BRAND ESSENCE

Attributes:

- Unique recessed filter
- Low tar level
- (charcoal in 100's)

Benefit:

- Satisfying mild taste experience, at low tar level
- Tactile experience of filter
- Sense of cleanliness/hygiene
- Socially acceptable/trustworthy brand
- Sophisticated European image

Values:

- Makes me feel better about myself/about smoking
- Shows I know what I'm doing
- Has those traditional, good quality values worth aspiring to.

Personality:

- Self-confident
- Calm
- Clean living

Brand Essence:

- Relaxed well-being

2023044455

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

iii) Start with the brand's business needs and objectives.

- need for precise targeting
- importance of 18-34 group
- what we know about our current user

2023044456

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

DEMOGRAPHICS
-Region 1 -

	Total Smokers %	Parliament Smokers Box %	Parliament Smokers 100's %
Men	47	48	32
Women	53	52	68
18-24	16	29 } 59	14 } 31
25-34	27	30	17
35-44	24	17	18
45-54	14 } 33	13 } 25	23 } 51
55 +	19	12	28
At least some college	42	53	44
Under $30,000 income	47	47	42
Nielsen A	47	82	56
B	38	12	36
Pack buyers	41	52	41
Carton buyers	38	28	42

2023044457

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

DEMOGRAPHICS
-Region 1 -

	Total Smokers %		Total Parliament %	
Men	47		40	
Women	53		60	
18-24	16		24	
25-34	27		22	
35-44	24		20	
45-54	14	} 33	17	} 37
55 +	19		20	
At least some college	42		49	
Nielsen A	47		68	
B	38		24	
Light smokers (less than 20)	30		35	
Purchase by the pack	41		46	

2023044458

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

PARLIAMENT &
PUZZLE SOLVING

2023044459

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

Parliament Lights

and

Puzzle Solving

2023044460

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

The Perfect Puzzle

A Long Term Opportunity?

The BSB Promotion Marketing Group

2023044461

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

1988 PARLIAMENT LIGHTS
BRAND AND PROMOTION OBJECTIVES

1. Generate trial among competitor users.
2. Attract a younger trier to Parliament Lights.
3. Build volume and share.

PROMOTION OBJECTIVE: June , 1988

4. Get a greater committment to Parliament from both the Parliament salesforce and the retail community.

2023044462

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

STRATEGIES

Create a promotion that:

- Requires proof-of-purchase
- Is carried on our box packing
- Focuses consumer attention on our advertising campaign
- Requires a long-term retail committment
- Provides an opportunity for trade publicity

2023044463

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

CONCEPT: "THE PERFECT PUZZLE"

- A themed contest that challenges consumers to identify the differences between mirror images of our 1988 "Perfect Recess" scenes. Contest entries are found in Parliament Lights packings. Correct contest entries enable contestants to play for the grand prize.

2023044464

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

RATIONALE

Why does this contest and contesting in general satisfy our '88 promotion objectives?

1. **Creating a puzzle provides a "Recess" break from our day to day responsibilities.**

2. **Contesting provides a natural opportunity to enjoy Parliament Lights .**

3. **Contesting focuses the consumer's attention on our campaign and product.**

4. **Contesting allows for proof of purchase.**

5. **Contesting in general can attract the imagination of younger people.**

6. **Contesting was a unique tactic for a cigarette brand.**

7. **Contesting allowed for intrusive trade programs and greater retail committment.**

In short, contesting may provide Parliment Lights a long-term promotional opportunity.

2023044465

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

THE CHALLENGE

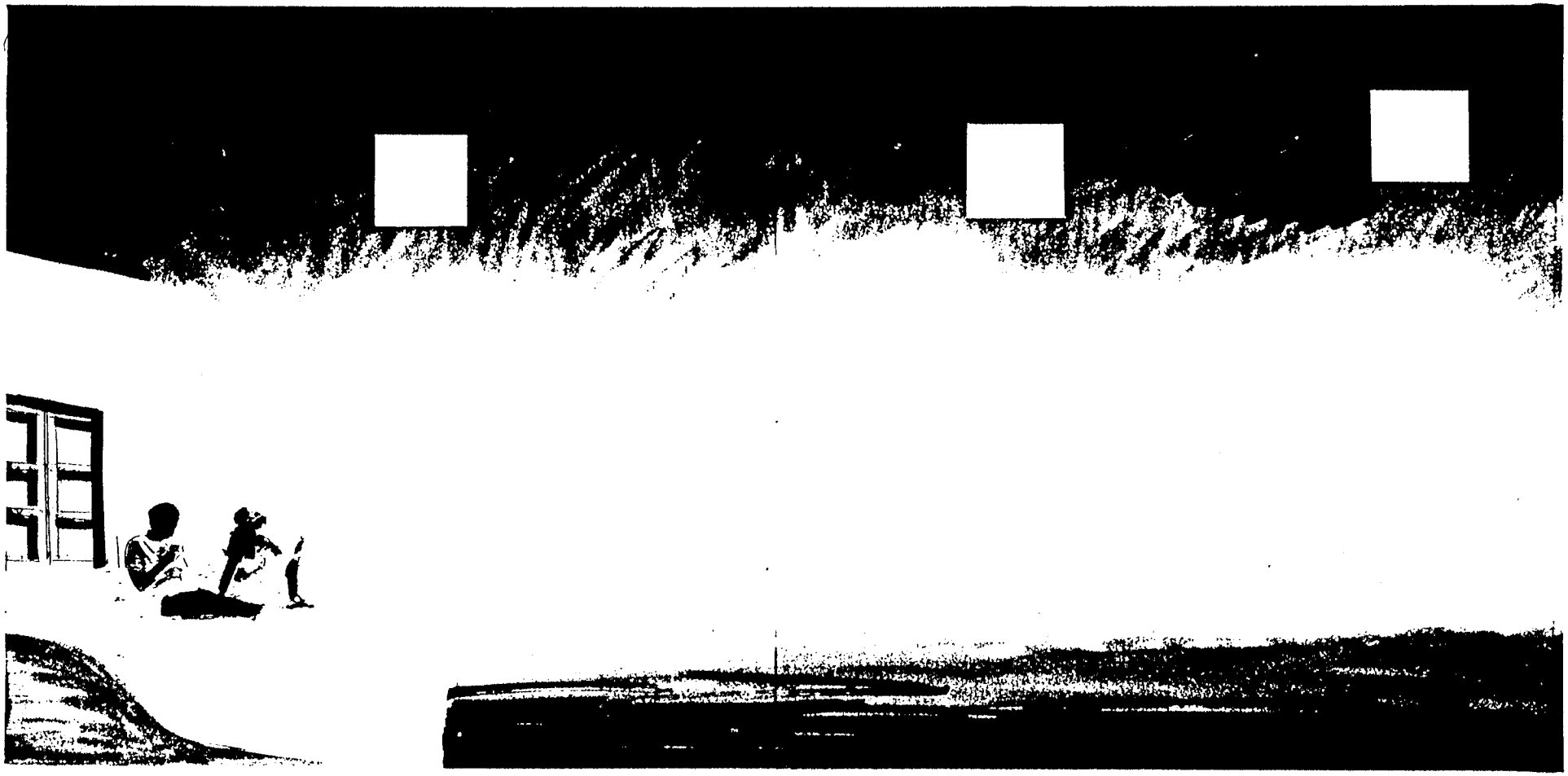
Test the "Perfect Puzzle" and the tactic of contesting so that we could evaluate the long-term opportunity in contesting.

Does contesting have the vitality do meet the Brand's requirements?

CONSUMER:	Can we stimulate purchase of both pack and carton?
THE SALES FORCE:	Is contesting an effective sales tool?
THE RETAIL TRADE:	Do they perceive it as innovation?
PUBLICITY:	Are trade publicists intrigued with this position?
SPECIAL EVENTS:	Can we attract the people and P.R.?

2023044466

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000



Match Parliament's Perfect Sky and Win the Perfect Pack of Parliament

2023044467

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

NAME

ADDRESS

CITY ST. ZIP

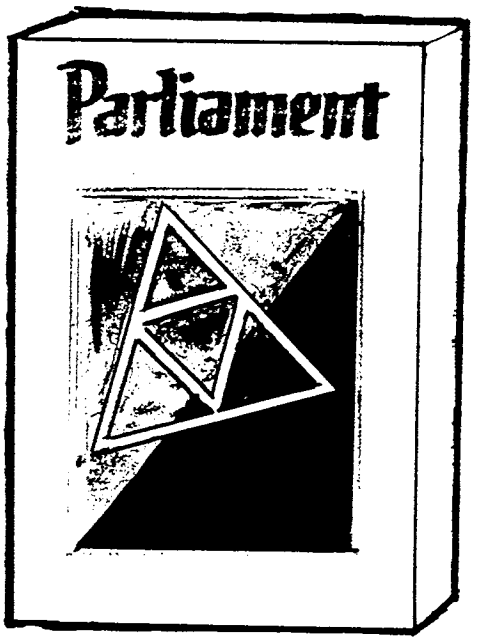
TRACE THE PERFECT PARLIAMENT RECESS WIN THE PERFECT PRIZE

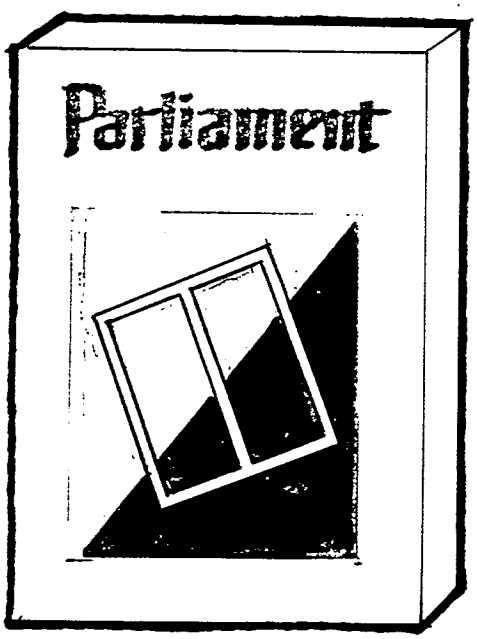
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

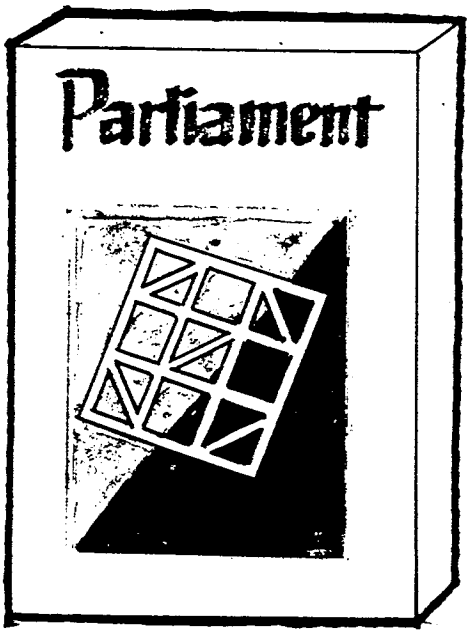
2023044468

Parliament Puzzle Pack

Solve 2 out of 3 puzzles and Win a prize!







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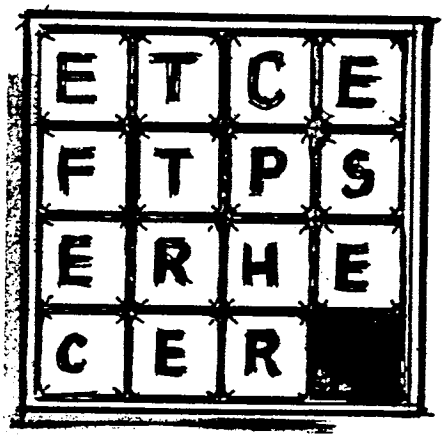
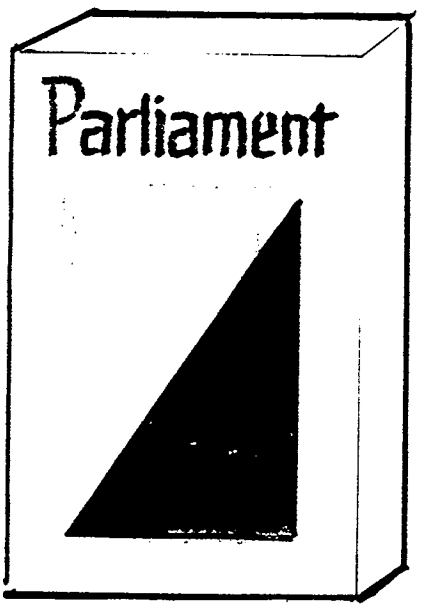
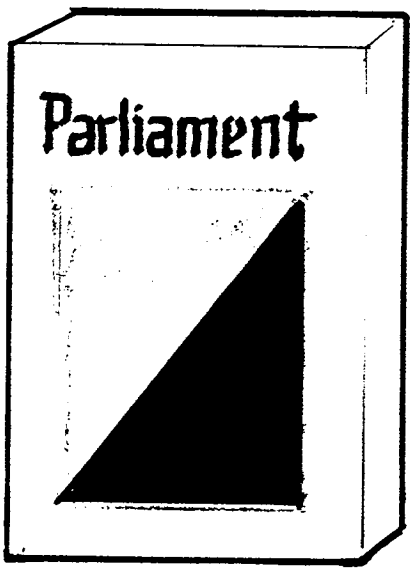
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

SOLVE PARLIAMENT'S PERFECT PUZZLE AND WIN A PRIZE







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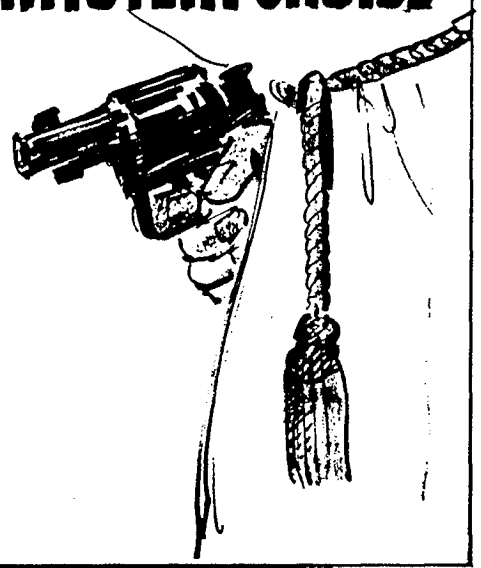
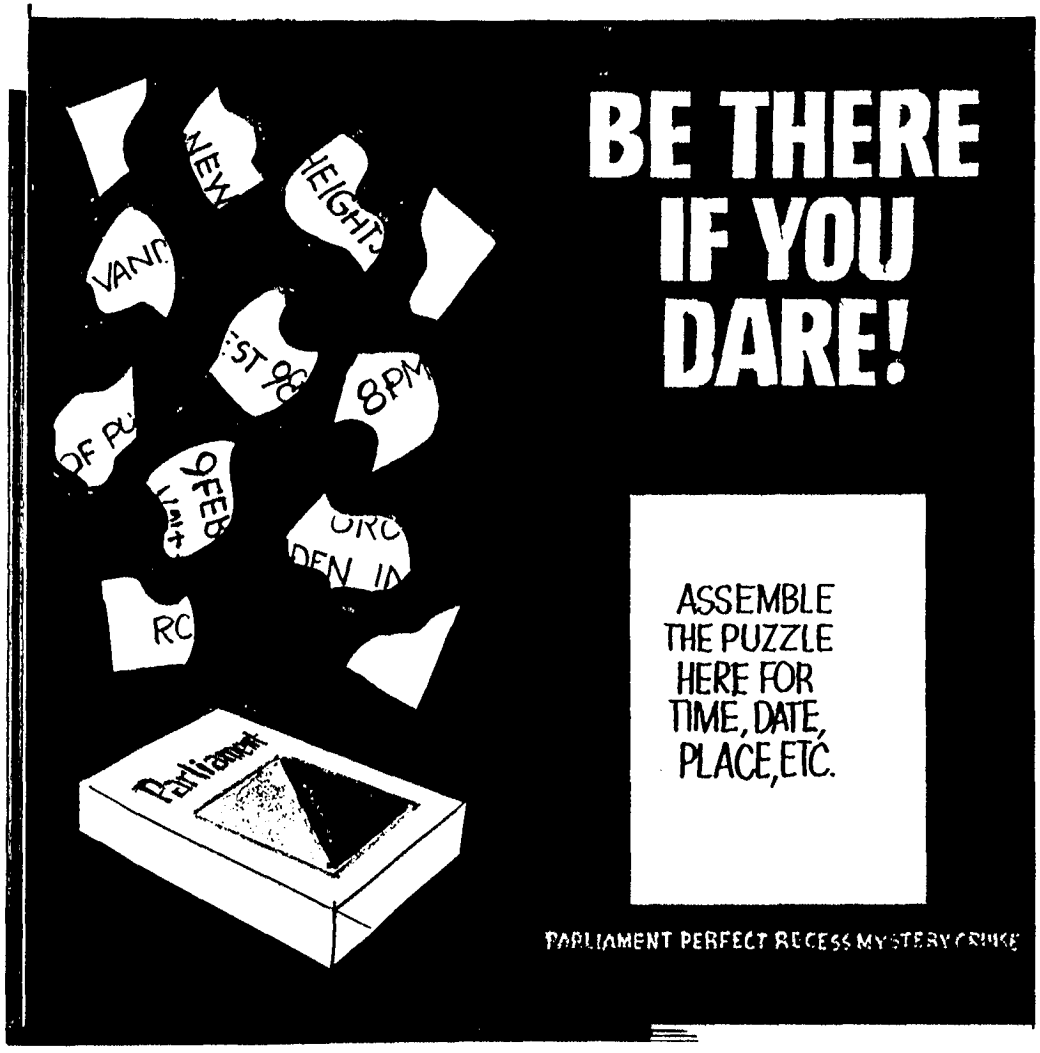
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

We'll have you going in circles on the PERFECT RECESS MYSTERY CRUISE





BE THERE IF YOU DARE!

ASSEMBLE THE PUZZLE HERE FOR TIME, DATE, PLACE, ETC.

PARLIAMENT PERFECT RECESS MYSTERY CRUISE

20230444 73

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

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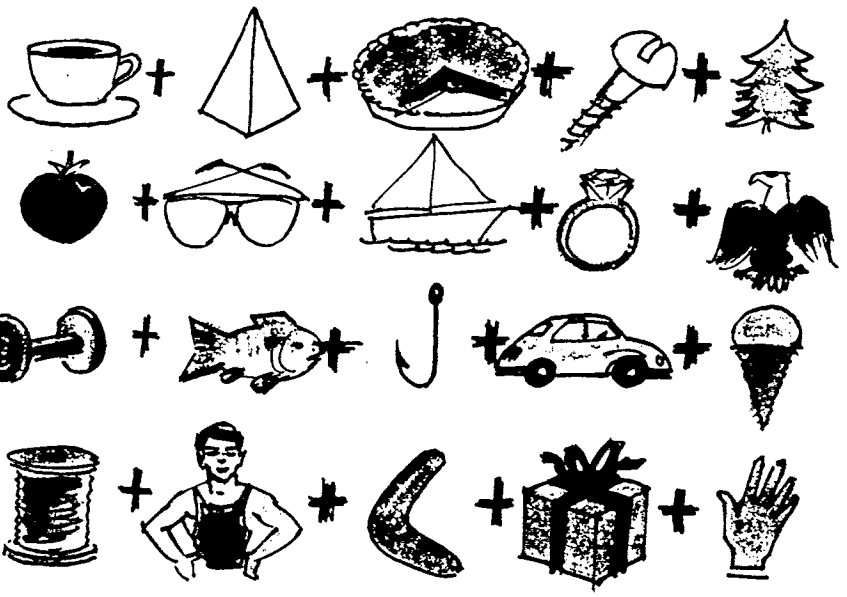
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

This puzzle's an easy one.

Now solve this perfect puzzle and you could win a semisters tuition.



Call 1-800-000-0000

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

PUZZLE SOLVING/EVENT MARKETING

Custom Event Marketing

- **Objectives**
  - Increase awareness of an involvement with the *"Perfect Recess"* advertising campaign.
  - Attract a younger audience.
  - Provide a vehicle for public relations

- **Strategy**
  - Develop a program which utilizes a puzzle solving theme and makes use of Parliaments's brand and advertising equities.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

PUZZLE SOLVING/EVENT MARKETING

- **Program Concept/Plan**

The Concept: *"Parliament Perfect Recess Game"*

Create a mass participation game which can be set up in major high traffic indoor/outdoor areas (plazas, parks, beaches, etc.)

A giant portable maze featuring several recess points (perhaps with benches, palm trees and Parliament advertising). Contestants would compete for the best clocked time through the maze for the week.

Prize would be a vacation trip to the *"Perfect Recess"*:

PROMOTIONAL SUPPORT

Poster campaign announcing arrival of game two weeks in advance

Sampling to participants and spectators

PR surrounding arrival of game

RATIONALE

Underlines *"The Perfect Recess"*

Good sampling vehicle

Good PR vehicle

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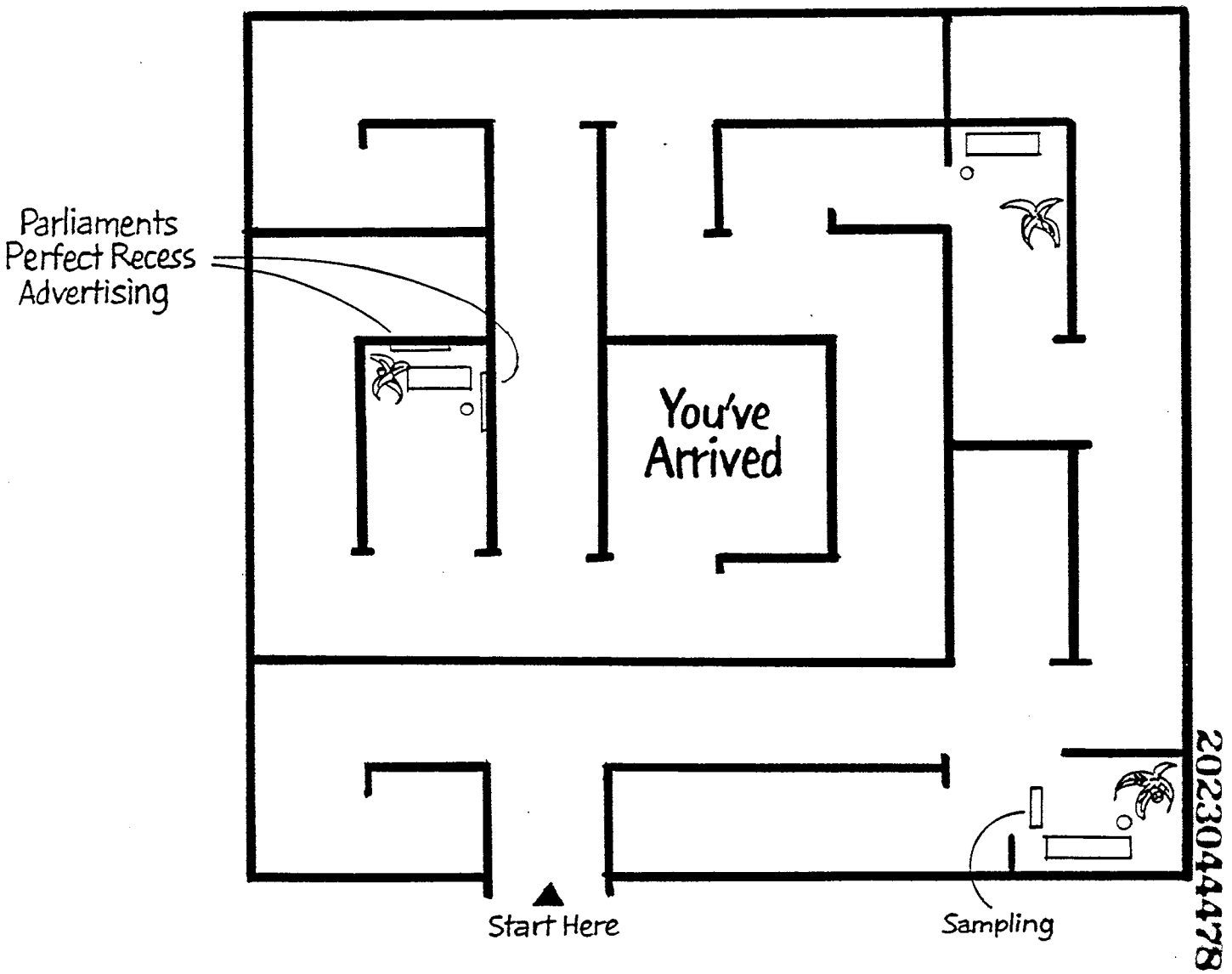
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

THE PERFECT RECESS MAZE



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EACH WEEK'S BEST TIME GETS A VACATION
FOR TWO FOR THE PERFECT RECESS

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

PUZZLE SOLVING/DIRECT MARKETING

Kobs & Brady

- **Objectives**
  - Convert competitive brand smokers ("Winston Lights, Kent, Vantage, Camel, True) to Parliament.
  - Develop a database of Parliament smokers.
- **Strategy**
  - Develop a series of follow up mailings to participants in the Perfect Puzzle that will:
    - Continue to build their involvement with the Brand
    - Encourage increased purchase levels of Parliament via coupons/special offers.

2023044479

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

PUZZLE SOLVING/DIRECT MARKETING

- Tactic

  - Develop a puzzle as a consolation prize to participants who have the wrong answer.

  - Maintain the look and tonality of Parliament advertising in creative development.

- Program Structure

  - Competitive brand smokers only will receive mailings.

  - Competitive brand smokers who submit incorrect answers to the Perfect Puzzle (Level I or Level II) receive a follow up mailing that:

    - Thanks them for participation
    - Provides a new puzzle

  - The mailings will consist of three puzzles in a progressive series.

  - Proofs of purchase must be submitted with entry.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

PUZZLE SOLVING/DIRECT MARKETING

- Rationale

  - Once the consumer has demonstrated an interest in puzzle solving, an additional chance is an effective way to assure involvement.

  - The Perfect Puzzle will generate a list of smokers about whom we will know a great deal:

    - Name/address
    - Enjoy puzzles and contest
    - Parliament is one of their brand choices

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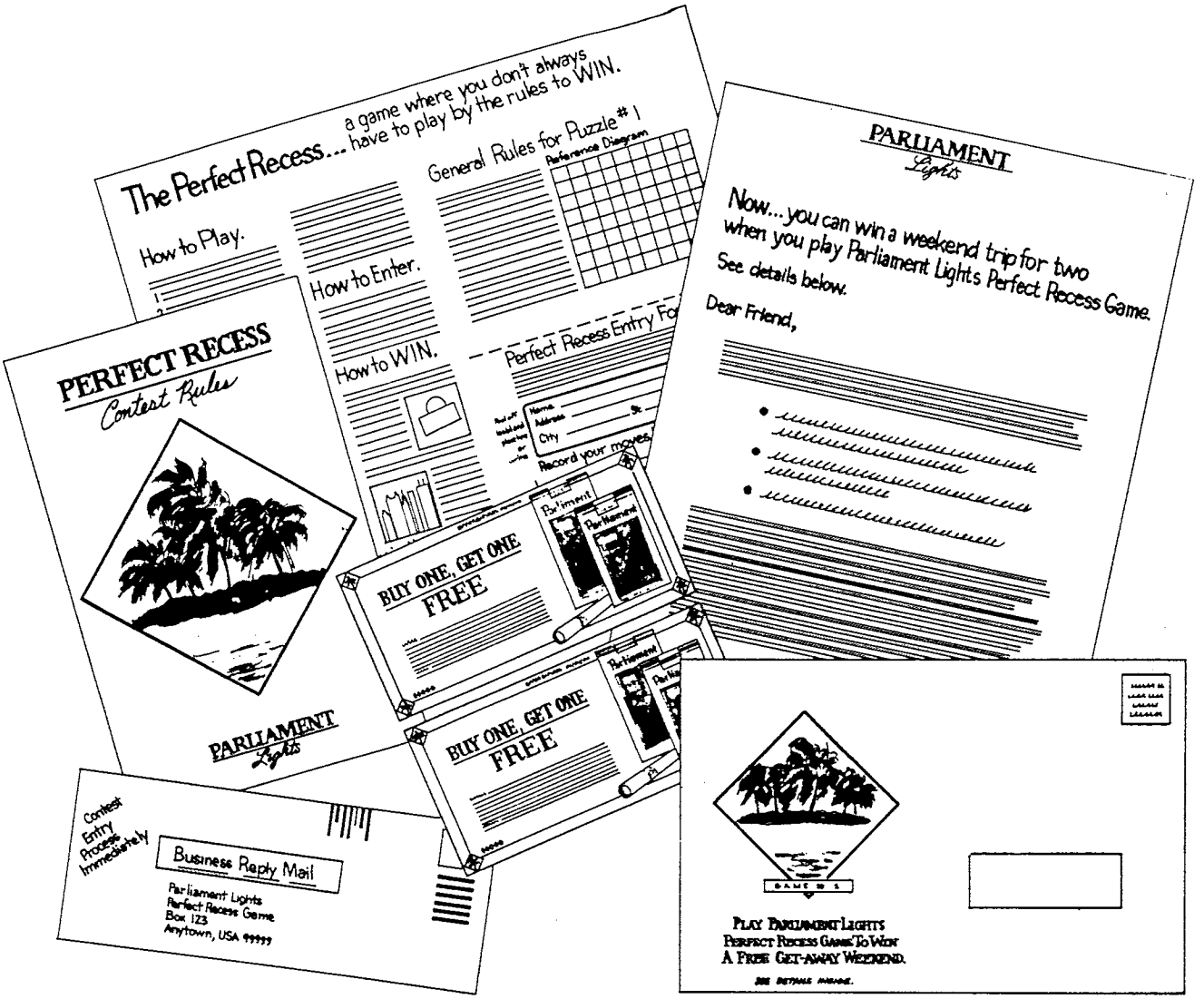
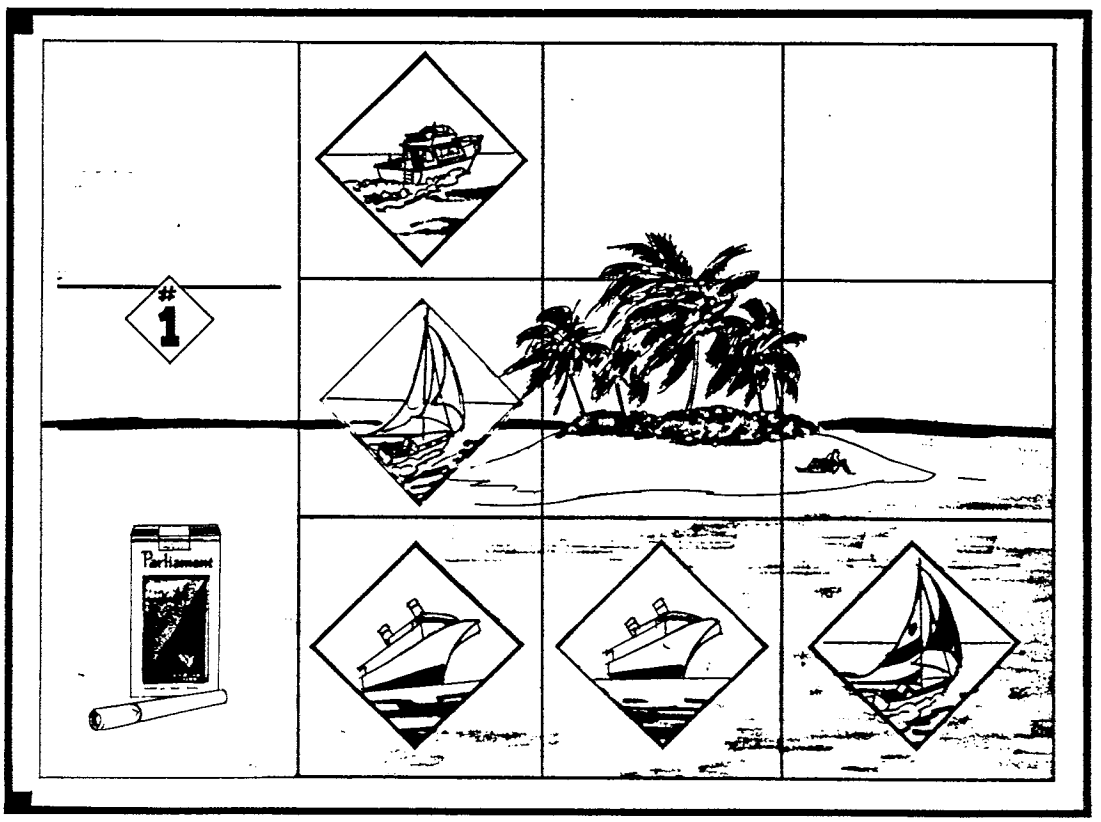
Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000





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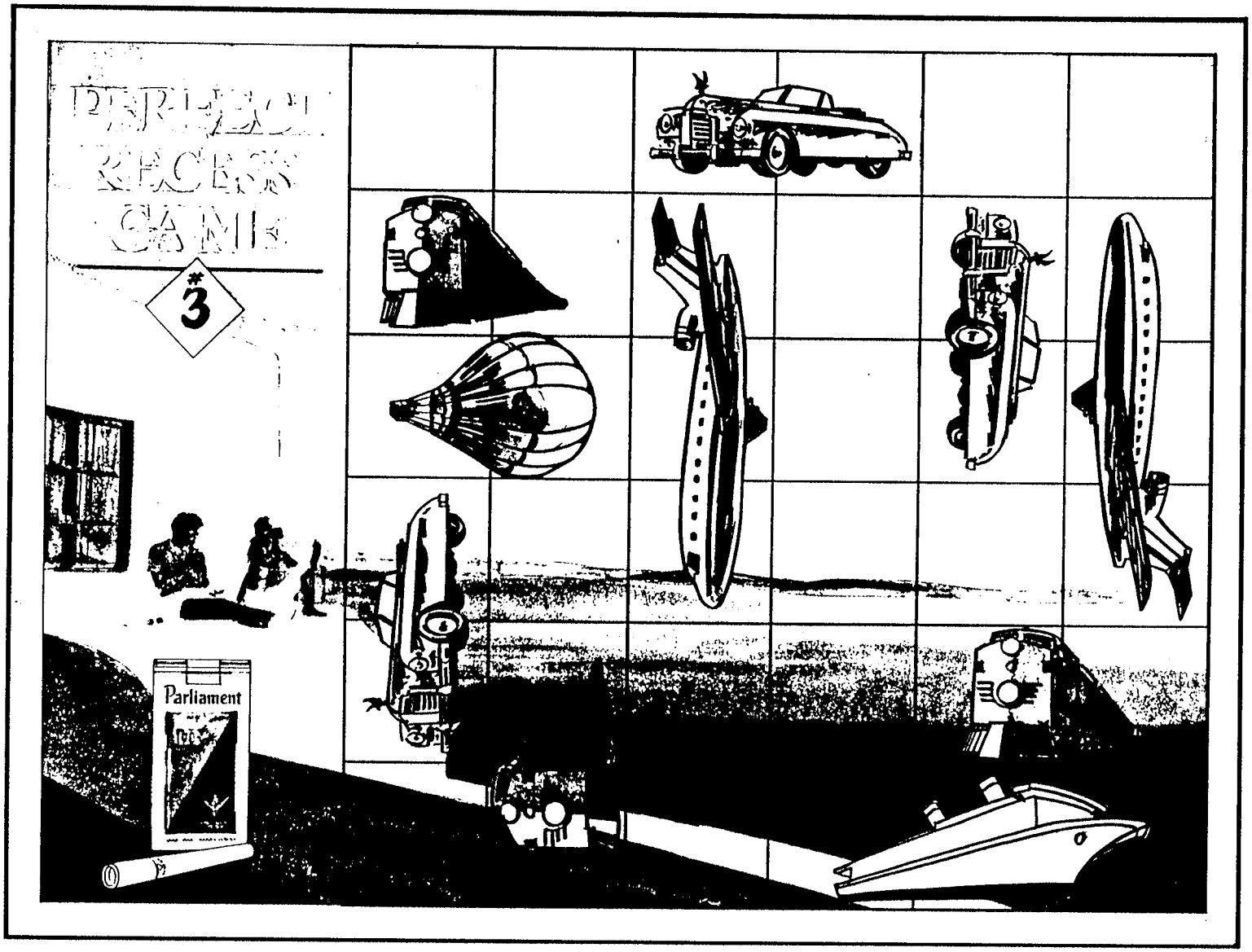

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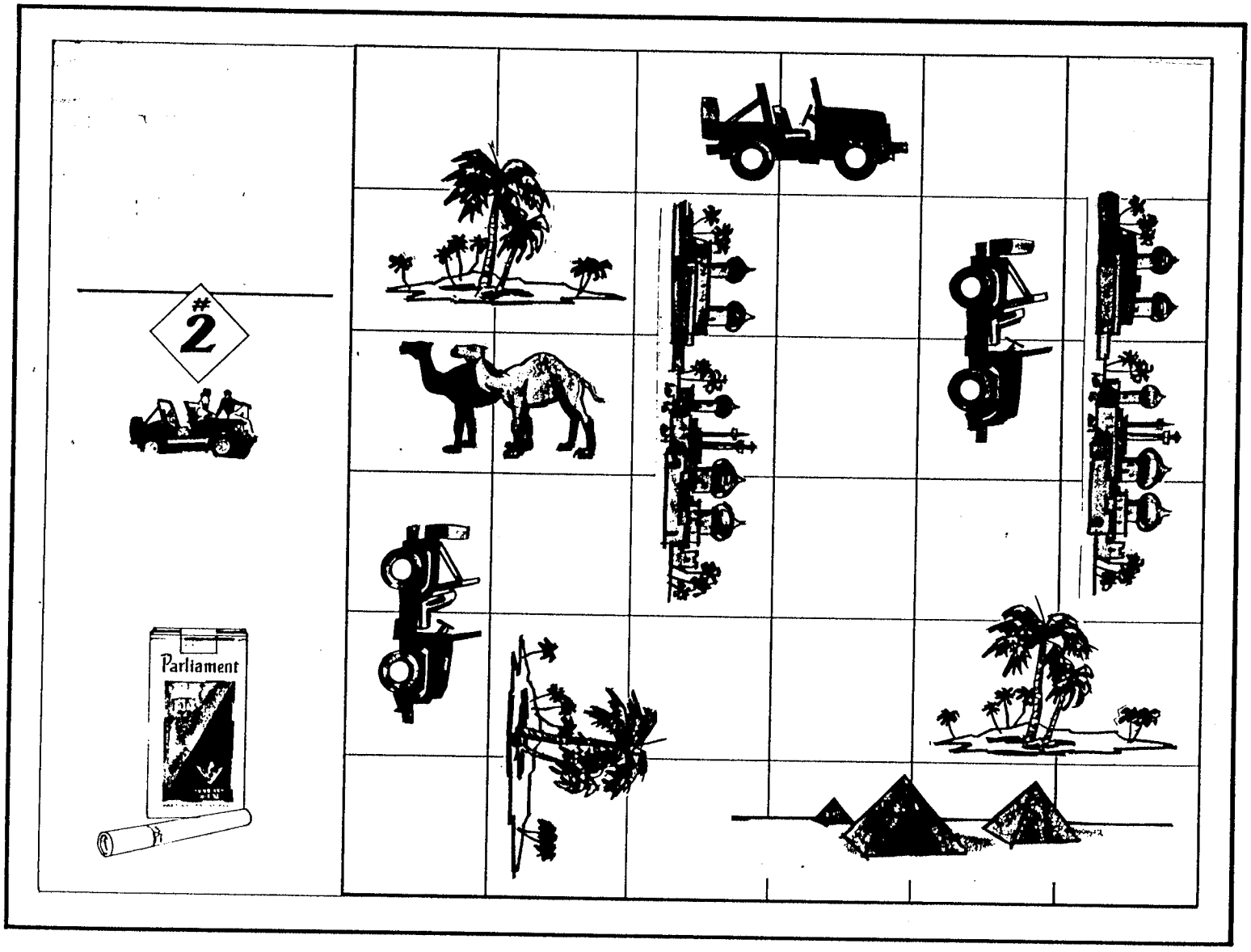

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

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Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

THE HOWARD MARLBORO GROUP

Ten or twenty years ago, the most effective marketing communications solution available could be summed up in one word: advertising. No more. Yesterday's generalized mass market has been replaced with a complex web of market segments -- a climate that requires fresh new communications techniques. By furnishing clients with the tools that influence consumer behavior, The Howard Marlboro Group has pioneered a quarter-century of innovative marketing communcation. Communication that goes far beyond advertising.

Our multi-faceted bank of services is dedicated to one single end: the fulfillment of your marketing objectives. Whether those goals include building awareness, sales, market share or image, The Howard Marlboro Group's formula for in-store success works. It is the reason why we are able to create more impactful merchandising vehicles. More powerful sales promotion programs (Howard Marlboro Group Sales Promotions). More results-oriented sports marketing efforts (Sports and Special Events Marketing). More intelligent interactive display systems (Intermark). More pre-eminent ethnic marketing (Fraser-Smith). More innovative, youth-oriented promotions (U.S. Concepts).

By adding a new dimension to marketing, our disciplined approach is reshaping the consumer marketplace. And changing the way leading marketers do business.

2023044486

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

MILLER BREWING COMPANY'S "CASE OF THE MISSING CASE"

Miller Lite used this interactive mystery advertising campaign to help record its largest sales month in the history of the brand and boost Memorial Day feature ad activity for the beer to an all-time high during May , 1986.

By studying clues in television ads and points-of-sales, and by determining which of the Miller Lite alumni stole a case of Lite beer, consumers were eligible to win prizes worth over $100,000.

Print ads prompted consumers to watch the TV solution to the mystery, which also helped boost recognition of the Miller Brewing Company.

The trade promotion included on-package price-offs to encourage display-building and overlay refunds in key markets.

Promotion agency: The Howard Marlboro Group. Advertising agency: Backer & Spielvogel. Vehicles: television, radio, consumer magazines, newspapers, in-store display and feature ad slicks.

ADWEEK'S MARKETING WEEK, March 9, 1987

2023044487

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

BRITISH AIRWAY'S "GO FOR IT, AMERICA!"

British Airways turned around a 27,000-seat drop in bookings after the U.S. raid on Libya through a promotion offering free seats on British Airway's flights, valuable British-themed prizes to passengers and publicity-garnering events such as tea with British Prime Minister, Margaret Thatcher. Bookings increased to 64,000 a week and within 60 days, the number of reservations actually increased over pre-Libya 1985.

Agency/supplier: The Howard Marlboro Group. Vehicles: outdoor, newspapers, displays at airport counters, ticket-sales offices and travel agencies.

ADWEEK'S MARKETING WEEK, March 9, 1987

2023044488

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000

SANKA BRAND DECAFFEINATED COFFEE -- GENERAL FOODS

- Recommended and managed sponsorship of three events on the U.S. Pro Ski Tour.

- Conducted 12 market sampling programs against skier traffic from inside 20-foot on-site Sanka inflatable.

  - Distributed 200,000 dry samples

  - Distributed 70,000 wet samples

- Planned, developed and managed corporate hospitality during ski events.

  - Pro/AM Ski sessions with pros
  - Day and evening activities for children and teenagers
  - Ski lessons and rentals for participating members

2023044489

Source: https://www.industrydocuments.ucsf.edu/docs/spvl0000